

**MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM**

**STANDISH ERICSSON  
NEIGHBORHOOD  
ACTION PLAN**

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# **Standish & Ericsson Neighborhoods**

## **NRP Full Neighborhood Action Plan**

**Submitted by the Standish-Ericsson Neighborhood Association**

**Presented to the Community September 26, 1998**

**Approved by the SENA Board of Directors October 20, 1998**

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# NEIGHBORHOOD DESCRIPTION

## ***SENA Mission Statement:***

"To work together to build on the strengths of the Standish and Ericsson neighborhoods: stability, diversity and concern for others."

## ***First Step Plan:***

The Standish and Ericsson neighborhoods are in south Minneapolis, with borders of East 36<sup>th</sup> Street to the north, Minnehaha Parkway to the south, Cedar Avenue to the west, and the railroad tracks east of Hiawatha Avenue. The neighborhoods include three schools, a public library, six churches, many small business nodes, a high percentage of owner occupied housing, Sibley Park, Hiawatha Park, Hiawatha Golf Course, Lake Hiawatha and a significant portion of Minnehaha Creek. The housing stock includes a majority of modest, single-family dwellings with a small percentage of duplexes. Standish and Ericsson residents are a stable population comprised of many seniors, single people, couples and families. Residents cite the wealth of green spaces provided by Minnehaha Creek, Lake Hiawatha and the bikeways as a source of great pride in the neighborhood.

## ***Full Neighborhood Action Plan:***

The borders and amenities of Standish and Ericsson neighborhoods remain the same. An increasingly diverse population is becoming part of the community. Roosevelt High School has been designated a magnet for Somali immigrant students. The Standish-Ericsson Neighborhood Association has adopted a diversity statement (see appendix). The long empty Hiawatha corridor land is being developed with new housing. Future changes are anticipated as a result of the completion of Highway 55, the development of the Hiawatha LRT corridor, expansion of the airport, the advent of the Midtown Greenway and Minnehaha Park redevelopment. Both an increase in our already higher than average senior population and an influx of younger singles and families are foreseen. Our stable neighborhoods continue to enjoy the parks, lakes and creek in our community.

## ***NRP Planning Process:***

Standish and Ericsson did a "mini" full plan while developing their First Step Plan in 1995. The SENa Board decided to continue to build on that foundation for the NRP Full Plan.

At the **August 11, 1997** SENa Board meeting, a motion was submitted and passed to accept the recommendation of the planning task force (which had been meeting since June 1997) that SENa approve:

- I. A group - to be known as "The Crew" - comprised of the following individuals to oversee the NRP Full Plan planning phase:
  - A. The neighborhood director
  - B. No more than 2 SENa Board members
  - C. One member from each Action Group
  - D. 3-5 participants "at large"
- II. The sole purpose of The Crew is to oversee NRP Full Plan development activities

- III. *The Crew responsibilities will include:*
  - A. *NRP Full Plan development activities only*
  - B. *ensure all stakeholders are heard from and/or have the opportunity to be heard*
  - C. *develop the strategy/ground rules for voting on the final plan*
  - D. *provide administrative guidance on:*
    - 1. *total funds available*
    - 2. *identify/procure city resources (NRP, MCDA, city planning)*
    - 3. *obtain updated data on neighborhoods*
    - 4. *develop templates for goal and objectives to ensure standardization and efficiency*
    - 5. *create and maintain detailed timeline*
    - 6. *provide central location for planning materials (SENA office)*
  - E. *conduct research/review of:*
    - 1. *SENA's First Step Plan results - what worked, what didn't*
    - 2. *other neighborhood plans*
    - 3. *obtain understanding of master plans; i.e. parks, library, city, etc.*
  - F. *keep community informed of progress*
  - G. *sponsor initial NRP Full Plan rally*
- IV. *The goal of The Crew will be to complete the planning phase including community vote within 12 months of the kickoff rally. The Full NRP Plan should not begin until:*
  - 1. *there are a minimum of 35 individuals within the five action groups*
  - 2. *each group has at least three members*
- V. *The task force recommends the Full NRP Plan phase start with a rally to determine what the community thinks is important. This should give us a good means of recruiting new volunteers and identifying community concerns.*

The Crew met every two weeks beginning September 1997 through October 1998. Every Action Group was represented on The Crew either with volunteers or SENA staff. We were not able to get the "at large" members recruited. All of the original goals for The Crew were met. The first task of The Crew was to draft a timeline which was finalized with input from the Action Groups, Board and volunteers. The Crew originally developed a very ambitious timeline for completion in June. At the beginning of 1998, this was extended three months to allow for a greater assessment phase of the First Step Plan outcomes. The plan was completed within the revised time frame.

The Crew developed templates - both on disc and printed - for Action Groups to use to give a brief update to The Crew after each meeting. These reports kept The Crew informed as to the progress of each Action Group. Forms were also developed and given to each Action Group asking them to assess what was learned from the First Step Plan and how that could be incorporated into the Full Plan. SENA staff provided data and research as requested by Action Groups throughout the process.

The Crew proposed a final allocation of funds by August 1998, based on experience from the First Step Plan, neighborhood input and voting of priorities at the June rally. The SENA Board approved these allocations at the July and August Board meetings.



## ***Calendar Of Events:***

Neighborhood rallies work well for the Standish and Ericsson neighborhoods. The first community rally was held on Saturday morning, **November 1, 1997** and was attended by more than 120 residents. Folks gathered for general comments and then broke up into six small groups for community ideas. Each group had a facilitator and note taker. Feedback from each breakout session was given to the appropriate Action Group. The following Action Groups continued to work on the Full Plan development:

- Commercial
- Crime Prevention and Safety (formerly Crime and Livability)
- Housing
- Parks and Environment
- People and Community (formerly Youth, Family and Seniors)
- Transportation - (This Action Group was added in response to concerns about traffic in the neighborhoods, increasing airport noise and the development of the Hiawatha LRT.

On **November 11, 1997**, a volunteer meeting was held and more than 50 folks attended. Joe Horan from NRP gave a brief overview of the NRP planning process. Volunteers joined the Action Group of their choice to determine meeting places, dates and to choose chairs or facilitators for each group.

Most Action Groups met every two weeks during the planning process at times convenient for each group. Meeting times were announced in the bi-monthly SENA newsletter and on the voice mail recording in the SENA office. One of the three SENA staff provided support to each Action Group.

On **January 13, 1998** an All Action Group Chair meeting was held to "check-in" regarding Action Group assessment of First Step Plan results, the available volunteer base and the plan development timeline.

On **February 21, 1998**, an update community rally was held to get feedback from residents to determine if the proposed goals and objectives from each Action Group were "on track" (a train theme was used throughout the planning process). Feedback from this rally was then used to focus the goals and objectives and begin development of strategies. About 60 residents attended.

On **March 12, 1998**, an All Action Group meeting was held to give each Action Group the opportunity to give a brief overview of the proposed projects and to find out what other Action Groups were working on. It was also determined whether there was any overlap of projects and where Action Groups could collaborate to make the best use of dollars and volunteers.

In addition to NRP Crew monthly updates to the SENA Board of Directors, the **May 11, 1998** Board meeting's Discussion Item was a mid-course review of the evolving NRP plan draft. Each action group was allotted time for review of their plan so far. Those attending made comments and expressed concerns and suggestions which were taken back to the groups for further review and development. Some general comments were: We need to have measurable outcomes. Are we making necessary connections with existing organizations? What is the role of NRP Full Plan dollars in relation to other dollars - are we looking at paying for things someone else should be paying for? All groups are encouraged to leverage funds.

The NRP Crew meeting of **June 2, 1998** had our assigned NRP Staff, Joe Horan, in his role as our "stationmaster", back to conduct the Crew through his perspective and options addressing concerns of volunteer capacity, timelines, leadership and implementation. The Crew was at this time asking itself, "What track are we on?" "How do we get to the station?" "Lost in the roundhouse?" "Hit the brakes or full speed ahead?"

On **June 24, 1998**, a potluck dinner and third community rally attended by over 130, was held at Lake Hiawatha Park asking residents to vote using a dot system to prioritize projects and help to determine allocation of funds to each Action Group.

A final All Action Group meeting was held **July 30, 1998** for last minute updates and a review of overlapping projects.

The month of August was spent drafting and making final revisions of the plan and developing the administrative portion of the budget. At the **September 14, 1998** Board meeting, the Board of Directors approved the voting guidelines presented by the Crew for community approval of the draft full plan.

A condensed draft of the final plan (and absentee ballots for those who could not attend the rally) was mailed to all residents in September and voted on (with comments collected) at a fourth community rally on Saturday, **September 26, 1998** (attended by 61 people). Due to mailing delays of this third *SENA NRP Update*, the Crew decided to extend the deadline for absentee ballots to October 19, and sent out another postcard advising the neighborhoods of the revised voting deadline. In addition, an NRP Open House was held on **October 19, 1998** at the SENA office for those who wished to ask questions, make comments and vote in person.

The plan was formally discussed by the SENA Board at its October 12 meeting and presented to the SENA Board for approval at a special meeting on **October 20, 1998**.

In addition to the four rallies, three special edition newsletters (*SENA NRP Update*) were mailed first class to every resident and business owner keeping them informed of the process and inviting feedback either by calling the office, attending an Action Group meeting or attending a rally. Periodic ads were placed in the *Southside Pride* and *Longfellow/Nokomis Messenger* neighborhood newspapers and special postcards were mailed announcing meeting times and rally dates and times. Phone banks were used to encourage attendance at rallies and Action Group meetings.

A total of 143 volunteers served on The Crew and Action Groups in various capacities.

Planning for the NRP Full Plan has been a challenging and positive experience. The planning process involved a nice blend of experienced and novice planners. What we learned in our First Step Plan was extremely helpful in this planning phase. We also learned that we were much better dreamers and our biggest challenge was to fit almost \$5,000,000 worth of projects into a \$2,800,000 budget.

(See Appendix for samples of promotional and reporting materials developed for use during the planning process).

# COMMERCIAL ACTION GROUP

**Purpose Statement:** The purpose of the Commercial Action Group is to support the development of new businesses and the stabilization of current businesses in the Standish and Ericsson neighborhoods.

**Total NRP Budget - \$355,876**

**First Step - \$44,000**

**Full Plan - \$311,876**

**GOAL 1: MAINTAIN AND IMPROVE THE USABILITY OF NEIGHBORHOOD NODES.**

**Objective A:** *Maintain and/or improve the structural integrity, physical systems, physical design, and usability of commercial properties as evidenced by greater overall accessibility (compliance with ADA) and an increase in total commercial property value of at least 10%.*

**STRATEGY 1: DEVELOP A MATCHING GRANT PROGRAM FOR EXTERIOR AND INTERIOR IMPROVEMENTS OF BUSINESSES.**

**Description:** Establish a matching grant program (one-to-one match up to \$10,000) that business owners and commercial property owners can use to improve the structural integrity, physical systems, health and safety, code compliance, physical design and usability of commercial properties.

**How:** The SENA Commercial Action Group (CAG) will develop the program's application, policies, and procedures. The program will be publicized through various media. Business and commercial property owners will apply for the grants. The SENA CAG will develop guidelines and review applications. The SENA staff will manage the grant program and will work with the businesses to promote it and to ensure compliance with its policies and procedures.

**Who:** SENA Commercial Action Group, business and commercial property owners, and SENA staff

**When:** 1999: up to \$65,000 (\$1000 to market the program)  
2000: \$102,956

**Expected Outcome:** Improved physical structures, increased property values, increased accessibility, healthier and more vibrant business nodes

**Costs:** Administration costs, staff time, program marketing and project funds \$167,956.

**Funding:** \$167,956 NRP funds  
\$166,956 leveraged funds from business and commercial property owners

**Contract Manager:** MCDA

**Objective B: Improve business node identification and visibility by having at least two street-visible improvements in each node.**

**STRATEGY 1: INSTALL AMENITIES SUCH AS AWNINGS, BANNERS, TREES, PLANTERS, AND PUBLIC ART.**

**Description:** Establish a grant program that members of a business association, or similar organization, can use to increase business node identification and improve node visibility.

**How:** The SENA Commercial Action Group (CAG) will develop the program's application, policies, and procedures. The program will be publicized through various media. Business and commercial property owners in each business node will develop their proposal together and apply for the grant jointly. Among potential minimum grant requirements are being part of a business association, participating in an annual clean-up day, adopting a bus shelter, and meeting with neighbors who live in or next to the commercial area. Projects will comply with City plans and zoning. The SENA CAG will approve or reject applications. The SENA staff will manage the grant program and will work with the businesses to promote and to ensure compliance with determined and approved policies and procedures.

**Who:** SENA Commercial Action Group, business associations or similar organization and SENA staff.

**When:** 1999: up to \$60,000 (+\$1,000 to market the program)  
2000: \$80,000

**Expected Outcome:** Stronger node identification, healthier and more vibrant business nodes, stronger relationships among business people, stronger relationship with SENA and the community, improved visibility, increased accessibility, improved safety.

**Costs:** Administration costs, staff time, project funds \$140,000 (based on \$20,000 x 7 main nodes), and \$1,000 program marketing.

**Funding:** \$141,000 NRP

**Contract Manager:** MCDA/Public Works

**Objective C: Improve the safety and sense of "ownership" of public spaces, as evidenced by fewer crimes, a greater sense of safety, and at least one annual public service project at each node.**

**STRATEGY 1: SPONSOR AN ANNUAL CLEAN-UP DAY IN THE COMMERCIAL AREAS.**

**How:** Organize and help publicize event annually. Work with other action groups that may be planning clean-up days (Earth Day, clean sweep, etc.)

**Who:** SENA Commercial Action Group, SENA staff, other action groups, and business people/business association

**When:** 1999

**Expected Outcome:** Cleaner business areas, improved communication among business people, greater "ownership" over public spaces, safer spaces for pedestrians.

**Costs:** Administration costs, staff time, project funds - \$280

**Funding:** \$280 NRP

**Contract Manager:** NRP

**STRATEGY 2: INSTALL LIGHTING AT A PILOT COMMERCIAL AREA.**

**Description:** Install lighting at a commercial area.

**How:** Choose one of the neighborhood commercial areas as a pilot project. Improve that area as a model for other commercial areas to be funded with full NRP plan.

**Who:** SENA Commercial Association, City of Minneapolis Department of Lighting, SENA Program Coordinator

**When:** 1996

**Expected Outcome:** Increase safety of residents in shopping in pilot area. Improve appearance of commercial entities in this area.

**Costs:** 10 lights @ \$6,000 each - \$60,000;

**Funding:** \$36,000 (First Step) - 60%      \$24,000 assessments - 40%

**Contract Manager:** Public Works

**GOAL 2: MAINTAIN AND IMPROVE AVAILABILITY OF GOODS AND SERVICES THAT RESIDENTS WANT AND NEED.**

**Objective A:** *Strengthen relationships among business people and between business people and residents so that all will be better informed and will be better able to collaborate on initiatives.*

**STRATEGY 1: CREATE INDEPENDENT BUSINESS ASSOCIATIONS WHICH REPRESENT AND INVOLVE NEIGHBORHOOD BUSINESSES.**

**Description:** Business association(s) strengthen business-to-business communication and cooperation.

**How:** Staff and volunteers will work with businesses to build formal associations. These associations are eligible for grant funds. (see Goal 1, Objective B, Strategy 1). Structure will be identified in the first year and implementation will start in first year and be completed in second.

**Who:** Standish Ericsson business people, SENA Commercial Action Group, SENA staff, and student interns

**When:** 1999 \$140 NRP  
2000

**Expected Outcome:** In a formal business association, businesses will be able to access funding programs. Partnerships may be formed to proactively address area needs and strengthen the community. Business associations can also be valuable in joint marketing and other business initiatives.

**Costs:** Administration costs, staff time, project funds - \$280

**Funding:** \$140 NRP  
\$140 Matching Funds From Citizen Participation Funds and/or MCDA

**Contract Manager:** NRP

**Objective B:** *Increase the variety of shopping and service-oriented businesses (e.g. restaurants, grocery stores, specialty shops) to meet existing market wants and needs, with a target of adding one new desired business or service to the neighborhoods annually.*

**STRATEGY 1: ASSESS WHAT BUSINESSES AND SERVICES ARE HERE AND WHAT ADDITIONAL ONES ARE DESIRED AND MARKET STANDISH AND ERICSSON COMMERCIAL AREAS TO BUSINESSES.**

**Description:** An assessment has already been completed through past surveys, input from business people, comments from community members at meetings and through mailings. The data may be compiled in a future Master Plan strategy (currently not funded). Changes may be tracked through data used with the business directory strategy.

SENA's Commercial Action Group will develop a brochure, and/or other marketable materials, over three years, describing the commercial opportunities in the Standish-Ericsson neighborhoods. This brochure will be distributed to agencies that assist businesses and non-profit organizations to obtain office and business space. It will also be distributed to local banks, financial institutions and real estate agents. SENA will also match the costs of periodic ads placed in local papers.

**How:** In order to produce productive marketing materials, SENA will keep track of which properties are available. SENA will also need to work with property managers to determine the business capabilities of particular sites. SENA will also maintain a list of available properties and report to appropriate sources such as MCDA and Small Business Administration.

**Who:** SENA Commercial Action Group, SENA staff, graphic designer, local newspapers, property owners/managers, and business people

**When:** 1999      \$2500

**Expected Outcome:** Public will become aware of business opportunities in the Standish and Ericsson neighborhoods and more businesses will locate here.

**Costs:** Administration costs, staff time, project funds - \$2,500

**Funding:** \$2,500 NRP  
\$2,500 matching costs for ad from property owners

**Contract Manager:** NRP, Office of Public Affairs

<b>STRATEGY 2: PROVIDE TECHNICAL ASSISTANCE TO BUSINESS PEOPLE.</b>
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**Description:** A .5 Full Time Equivalent (FTE) Commercial Coordinator will be hired to provide technical assistance, information and referral to businesses.

[Note: The Commercial Coordinator will be involved in all other strategies such as business associations, coordination of grant programs, and other projects.]

**How:** The Commercial Coordinator will collect and maintain information on various programs, network with organizations which have appropriate expertise (e.g., Seward Redesign, MCDA Business Link) and be the contact person for businesses.

**Who:** SENA staff, expert organizations, and business people

**When:** The Commercial Coordinator should be hired at the very beginning of implementation. Information on different programs should be distributed on an on-going basis with other mailings.

**Expected Outcome:** Business people will learn of assistance programs to help them expand or start their businesses. SENA will have a stronger relationship with other organizations.

**Costs:** Commercial Coordinator 4 years .5 FTE : \$60,000

**Funding:** Funded in general NRP Full Plan program budget.

**Contract Manager:** NRP

**Objective C:** *Promote awareness of existing businesses to residents and business people of the community so that more people will shop locally.*

**STRATEGY 1: PRODUCE AND DISTRIBUTE A BUSINESS DIRECTORY TO NEIGHBORHOOD RESIDENTS AND BUSINESSES.**

**Description:** The business directory strategy involves three parts: 1. Producing a directory during the First Step Plan; 2. Updating the First Step Funded Standish and Ericsson directory; 3. Increasing the presence of Standish and Ericsson businesses in a center spread of an improved *Southside Pride* business directory.

**How:** Information will be gathered from area businesses. Ads may also be solicited.

**Who:** Standish Ericsson business people, SENA Commercial Action Group, SENA staff, *Southside Pride*, business associations, graphic designer, printer, and delivery service/person

**When:** 1996 \$8,000 (First Step)  
1999 0

**Expected Outcome:** Residents and business people will be more aware of the businesses and services in the neighborhoods. The *Southside Pride* directory will promote the businesses beyond the neighborhoods. The Standish and Ericsson



directory will strengthen the community connection to the businesses. Ad sales in the directories should grow to fund future editions.

**Funding:** \$8,000 (First Step)

**Contract  
Manager:** NRP

**Objective D:** *Increase economic development and investment in the Standish-Ericsson commercial areas that corresponds to the greater vision and values of the community.*

**STRATEGY 1: DEVELOP A "MASTER PLAN" FOR OVERALL DEVELOPMENT OF COMMERCIAL AREAS.**

**Description:** A master plan for commercial areas to be used as a guide for future development and land use. It may include an assessment of businesses and services. This assessment will be helpful for business promotion and expansion and valuable to city agencies.

**How:** Commercial Action Group members will draft a document including information from any bordering neighborhoods' studies, the City Plan, the new Zoning Code, and other sources. Assistance may be sought from other sources such as the City Planning Department, student interns, and consultants.

**Who:** SENA Commercial Action Group, SENA staff, City of Minneapolis Planning Department, student interns, and planning consultants.

**Funding:** 0 (First Step: see Plan Modification #4)

***The following strategies have no NRP funding commitment attached at this time. They were approved by the neighborhoods as part of this plan and may be funded at a later date.***

**GOAL 1: MAINTAIN AND IMPROVE THE USABILITY OF NEIGHBORHOOD COMMERCIAL NODES.**

***Objective C: Improve the safety and sense of "ownership" of public spaces, as evidenced by fewer crimes, a greater sense of safety, and at least one annual public service project at each node.***

**STRATEGY 3: INSTALL LIGHTING AT UNDERLIT COMMERCIAL AREAS.**

**Description:** Install lighting at underlit commercial areas.

**How:** Determine underlit commercial areas and identify type of lighting desired. Install mix of pole system and wall-mounted lights at different nodes.

**Who:** SENA Commercial Action Group, SENA staff, Minneapolis Public Works Department, City Council, State of Minnesota, Minnesota Department of Transportation, Hennepin County, business people, and residents

**Expected Outcome:** Better lit and safer commercial areas will increase real and perceived safety.

**Funding:** 0

**STRATEGY 4: ENCOURAGE BUSINESSES TO PARTICIPATE IN METRO TRANSIT'S ADOPT-A-SHELTER PROGRAM AND CRIMENET.**

**Description:** Encourage participation in Adopt-A-Shelter which encourages business or community organizations to take responsibility to care for bus shelters in their community. Publicize and encourage participation in the state-funded CrimeNet program of fax alerts.

**How:** Publicize participation twice a year. Communicate through various outlets, commercial mailings, business associations, Commercial Action Group meetings.

**Who:** SENA Commercial Action Group, SENA staff, Metro Transit, CrimeNet, and business people/business associations

**Expected****Outcome:**

At least one main bus stop will be adopted at each major commercial node. Shelters will be better cared for and safer to use. At least 10 businesses will join CrimeNet. Businesses, their employees, and customers will be better informed, will be able to prevent loss, and help solve crimes. Overall real and perceived safety will improve.

**Funding:**

0

**Objective D:** *Eliminate at least one vacancy or promote reuse of one property at each commercial node annually by investigating and supporting appropriate use of vacant commercial property (and long-term under used and/or unsuccessful spot-zoned commercial property).*

**STRATEGY 1: ESTABLISH LAND REUSE FUND IN PARTNERSHIP WITH OTHER ORGANIZATIONS.**

**Description:** Establish land reuse fund in partnership with other organizations.

**How:** Identify sites for potential land redevelopment projects. Partnerships may include SENA Housing Action Group, City Planning, MCDA, housing programs, and urban lands programs.

**Who:** SENA Commercial Action Group, SENA Housing Action Group, City Planning Department, MCDA, housing groups, urban lands groups, and business people.

**Expected****Outcome:**

Land may be redeveloped to more useful function, eliminating blighted sites.

**Funding:**

0

**GOAL 2: MAINTAIN AND IMPROVE AVAILABILITY OF GOODS AND SERVICES THAT RESIDENTS WANT AND NEED.**

**Objective C:** *Promote awareness of existing businesses to residents and business people of the community so that more people will shop locally.*

**STRATEGY 2: DEVELOP A HOME-BASED BUSINESS NETWORK.**

**How:** A network will be developed with a consultant and in collaboration with other neighborhoods, which may include seminars, topic meetings, and establishment of "Entrepreneurial Circles".

**Who:** Standish Ericsson home-based business people, SENA Commercial Action Group, and SENA staff

***Expected  
Outcome:***

Home-based businesses will be identified and promoted within the neighborhood. Home-based business people will gain skills and will be associated with an organization. More money will be spent on goods and services within the neighborhoods. Some home-based businesses may grow and move into vacant commercial spaces.

***Funding:***

0

# CRIME PREVENTION AND SAFETY ACTION GROUP

**Purpose Statement:** The goal of the Crime Prevention and Safety Action Group (formerly Crime and Livability Action Group) is to strengthen and sustain a safe, stable and healthy environment for all neighborhood residents. We do this through preventive and proactive strategies; by addressing neighborhood-wide crime and safety concerns, and by providing resources or support for specific concerns.

**Total NRP Budget - \$122,256**

**First Step - \$22,256**

**Full Plan - \$100,000**

**GOAL 1: INCREASE REAL SAFETY AND FOSTER A MORE REALISTIC AWARENESS OF CRIME.**

**Objective A: Educate property owners and residents about crime and crime prevention techniques.**

**STRATEGY 1: DEVELOP AN EDUCATIONAL CAMPAIGN TO GENERATE AWARENESS OF CRIME AND INFORM RESIDENTS HOW THEY CAN PROTECT THEMSELVES FROM BECOMING VICTIMS OF CRIME.**

- Who & How:**
1. SENA, in conjunction with the block clubs, 3PAC, Minneapolis Police Department, Park Police, CCP/SAFE, community schools and local neighborhood associations will work jointly to schedule, plan, publicize, provide educational materials and host educational community events.
  2. Submit crime statistics for publication in media including *SENA News* or community newspapers.
  3. Distribute "crime alerts" to the community in a timely manner.

**When:**

1999	\$1,000
2000	\$1,000

**Funding:** \$2,000 - NRP

**Contract Manager:** NRP

**STRATEGY 2: BUILD STRONGER COLLABORATION BETWEEN NEIGHBORHOOD SCHOOLS AND THE STANDISH AND ERICSSON NEIGHBORHOODS.**

**Description:** SENA will work with Ericsson, Folwell, and Roosevelt schools to foster a safe environment for students and to build stronger, more positive relationships between students and the Standish and Ericsson community.

**Who & How:** Assess the need and develop programs such as: a forum for students, school staff and the community to meet together and discuss issues of mutual concern; establishing student patrols in and around the schools; initiating a student run anti-littering campaign; and hiring truant officers and staff to lead students in after school activities.

<b>When:</b>	1999	\$1,000
	2000	\$8,000
	2001	\$8,000
	2002	\$8,000

**Expected Outcome:** Decrease the number of students out of schools during class time. Make local schools and surrounding areas safer.

**Funding:** \$25,000 NRP

**Contract Manager:** School Board/NRP

**STRATEGY 3: PROVIDE THE STANDISH AND ERICSSON NEIGHBORHOODS WITH WELCOME WAGON PACKETS.**

**Description:** The Welcome Wagon Packets created during the *First Step Plan* (Goal 1, Obj. 3, Strat. 2, page 25) will be updated twice to give new residents information about goods, services and recreational opportunities available in and around Standish and Ericsson neighborhoods, making them feel welcome and encourage their participation in SENA.

**Who & How:** Volunteers will solicit materials, assemble and distribute the packets. Material will be available in print and on our website.

<b>When:</b>	1996	\$ 1,754 (First Step)
	1999	\$ 1,000
	2002	\$ 1,000

**Expected Outcome:** Provide information to at least 50% of new Standish and Ericsson residents.

**Funding:** \$3,754 NRP

**Contract  
Manager:** NRP

<b>STRATEGY 4: SUPPORT THE SENA WALKERS.</b>
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**Description:** SENA Walkers, the walking group created during the *First Step Plan*, works to build community and increase safety of public areas. SENA Walkers provide an opportunity for members of the neighborhood to gather and increase neighborhood visibility.

**Who & How:** SENA will provide publicity, training and support for volunteer walkers.

**When:** 1996 \$409 (First Step)  
1999 \$500

**Expected  
Outcome:** Increase current SENA Walker base by 50%.

**Funding:** \$909 NRP

**Contract  
Manager:** NRP

<b>Objective B: Improve safety of public spaces.</b>
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<b>STRATEGY 1: PARTICIPATE IN MINNEAPOLIS PARK POLICE "BUY BACK" PROGRAM.</b>
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**Description:** In order to improve safety in and around neighborhood parks including Lake Hiawatha Park, Sibley Park and Minnehaha Creek area, SENA will participate in the Minneapolis Park Police Department "Buy Back" program.

**Who & How:** The Minneapolis Park Police will increase their visibility by providing at least 25 additional shifts of patrol each year of the NRP full plan.

**When:** 1999 - \$5,000  
2000 - \$5,000  
2001 - \$5,000  
2002 - \$5,000

**Expected  
Outcome:** Increase the usage of parks. Decrease crime and perception of crime in parks in the Standish and Ericsson neighborhoods

**Funding:** \$20,000 NRP

**Contract Manager:** Park Board

**Objective C:** *Improve residential and personal safety.*

**STRATEGY 1: PROVIDE HOME AND GARAGE SAFETY AND AUTO THEFT PREVENTION GRANTS.**

**Description:** Encourage residents to improve the security of their homes, garages and vehicles by purchasing crime prevention devices appropriate for home and auto, which do not pose a danger or create a nuisance.

**Who & How:** SENA will encourage residents to participate in the Police CAT Program. SENA will also establish a matching grant program to reimburse residents up to 50% (\$25 maximum) of the pre-tax cost of purchasing approved auto theft deterrence devices. SENA will also reimburse residents and homeowners up to 50% (\$300 maximum) of the pre-tax cost of purchasing approved home security devices. Grants will be distributed on a first-come, first-serve basis. Invoices will be required for reimbursement. The Crime Prevention and Safety Action Group will develop guidelines and review applications

**When:** 1996 \$1,250 (First Step)  
2000 \$50,000. Including up to \$5,000 for a promotional budget.

**Expected Outcome:** Lower the crime rate in the Standish and Ericsson neighborhoods.

**Funding:** \$51,250. NRP

**Contract Manager:** CCP/SAFE

**STRATEGY 2: PROVIDE GRANTS FOR THE "CRIME FREE MULTI-HOUSING PROGRAM" FOR LANDLORDS.**

**Description:** SENA will sponsor two Crime Free Multi-Housing trainings. This crime prevention program has three phases:

Phase 1: Educate the rental property owners, with their attending an 8-hour all day workshop.

Phase 2: Conduct and complete CPTED (Crime Prevention Through Environmental Design) evaluation of the rental property in conjunction with CCP/SAFE team.



Phase 3: Educate residents by co-hosting apartment club meetings with CCP/SAFE.

**Who:** CCP/SAFE, rental property owners and rental property residents.

**How:** Promote the Minnesota Crime Free Multi-Housing Program.

**When:** 2000 \$500

**Expected Outcome:** Better screening of tenants by building managers and owners. Tenants will have a stronger sense of community and safety.

**Funding:** \$500 NRP, for marketing, staff time and materials.

**Contract Manager:** CCP/SAFE

**Objective D: Develop connections between neighbors.**

**STRATEGY 1 : ORGANIZE REGULAR NEIGHBORHOOD-WIDE ACTIVITIES AND EVENTS.**

**Description:** Regular events that bring residents together, along with businesses, local churches and other neighborhood members, will build community and increase the safety of public spaces. They could also be used to make connections across generations, to support good citizenship, and to support the ethnic and lifestyle diversity of our neighborhood.

**Who & How** SENA staff and volunteers will develop and manage appropriate events.

**When:** 1996 \$3,310 (First Step)

**Expected Outcome:** At least four (4) events will take place in the neighborhood.

**Funding:** \$3,310 NRP

**Contract Manager:** NRP

**Objective E: Develop residents' sense of identity as a neighborhood resident .**

**STRATEGY 1 : CREATE AND PLACE SIGNS, POSTERS AND/OR DECALS AT NEIGHBORHOOD BOUNDARIES, PARKS, COMMERCIAL CENTERS AND OTHER NEIGHBORHOOD INSTITUTIONS THAT IDENTIFY THE NEIGHBORHOOD.**

**Description:** Signs, posters, and decals will identify neighborhood boundaries, develop community recognition, and welcome people to the neighborhood.

**Who & How** SENA will coordinate the selection of a neighborhood logo and the printing of signs, laminated posters and decals. Appropriate materials will be distributed within the neighborhood by SENA volunteers. Public Works will install the signs. Placement of signs on Park Board property will be coordinated with the MPRB.

**When:** 1996 \$1,360 (First Step)

**Expected Outcome:** Up to 18 signs will be posted on the perimeter of the neighborhood

**Funding:** \$1,360 NRP

**Contract Manager:** NRP

**STRATEGY 2: RECRUIT SENA REPS THROUGHOUT THE NEIGHBORHOODS.**

**Description:** Whereas block leaders' names remain the property of the police department, SENA representatives will provide a communication link between the neighborhood association and blocks.

**Who & How:** SENA staff and volunteers will recruit representatives through neighborhood activities, face-to-face interactions, and other appropriate avenues.

**When:** 1996 \$880 (First Step)

**Expected Outcome:** Recruitment of SENA representatives will help develop and sustain neighborhood leadership beyond block club leaders. This will strengthen educational and community-building efforts, as well as the actual network of leadership that sustains social stability.

**Funding:** \$ 880 NRP

**Contract Manager:** NRP

**STRATEGY 3: SUSTAIN AND EXPAND THE SENA NEWSLETTER/COMMUNICATIONS.**

**Description:** The SENA newsletter provides an important vehicle for communication, community building and education throughout the neighborhood, as no newspaper covers our area specifically. We will maintain publication of regular editions at the rate of six (6) per year.

**Who & How:** The SENA Communications Committee will coordinate publication and distribution. Staff and volunteers will recruit "neighborhood reporters."

**When:** 1996 \$13,293 (First Step)

**Expected Outcome:** Publish six (6) regular editions per year, expand coverage to include neighborhood news, local interest stories and events.

**Funding:** \$ 13,293 NRP

**Contract Manager** NRP

# HOUSING ACTION GROUP

**Purpose Statement:** The Housing Action Group is committed to assisting neighborhood residents and city agencies to preserve, maintain and improve our homes by:

- staying current on issues affecting housing,
- monitoring the condition of structures,
- increasing awareness and access to home improvement resources, and
- promoting responsible improvement and new development

**Total NRP Budget - \$1,366,686**

**First Step - \$354,900**

**Full Plan - \$1,011,786**

In addition to the following NRP funded strategies, the SENA Housing Action Group will continue to advocate for residential properties by monitoring changes in the neighborhood housing stock, encouraging the City's code ratings and assessed values to accurately reflect conditions and continue its work with MCDA and City of Minneapolis departments on new construction plans, variance applications and vacant homes.

**GOAL 1: ENHANCE THE DESIRABILITY OF THE NEIGHBORHOODS BY PROTECTING AND IMPROVING THE EXISTING HOUSING STOCK.**

**Objective A:** *Financially assist owners who are not currently being served by existing programs and resources to improve their properties.*

**STRATEGY 1: DEVELOP AND IMPLEMENT A MATCHING GRANT/DEFERRED LOAN PROGRAM.**

**Description:** In order to encourage exterior reinvestment, the grant/deferred loan program will assist homeowners of single family and duplexes to do exterior improvements that will most benefit their neighbors as well as themselves.

**How:** The Matching Grant/Deferred Loan Program will be a one-to-one matching loan that will be forgiven if the house is not sold within a set amount of time. NRP funding will be up to \$5,000. There will be no income limitations, and the matching requirement will be waived for low income homeowners. Funding will be competitively based on the need and condition of the property. Funds remaining from SENA's First Step Home Improvement Program (Goal 1, Objective 1, Strategy 3) will be carried forward to this strategy.

**Who:** Full program criteria will be developed by the Housing Action Group and implemented by a contract administrator with monitoring by SENA staff and the Housing Action Group.

**When:** 1996 - \$332,400 (First Step)  
 1999 - \$75,000  
 2000 - \$75,000  
 2001 - \$75,000  
 2002 - \$75,000

**Expected Outcome:** Anticipate assisting an additional 80 properties owners with \$250,000 leveraged through match.

**Funding:** \$632,400 Full Plan: \$31,000 for Administration, \$279,000 for Project Funds

**Contract Manager:** MCDA

<b>STRATEGY 2: DEVELOP AND IMPLEMENT A LOW INTEREST REVOLVING LOAN PROGRAM.</b>
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**Description:** In order to encourage neighborhood reinvestment, a low-interest revolving loan program will provide residential property owners, with one to four units, funds for home improvements.

**How:** Low interest loans for up to \$25,000 will be available for additions, interior remodeling and exterior improvements. The interest rate will be set to cover the costs of administration and loan servicing. The principal repayments will make funds available for new loans. Applications will be funded on a first come, first serve basis. There will be no income limitations but applicants must meet standard underwriting criteria.

**Who:** Full program criteria will be developed by the Housing Action Group and implemented by a contract administrator with monitoring by SENA staff and the Housing Action Group.

**When:** 1999 - \$150,000  
 2000 - \$114,000

**Expected Outcome:** Initial funding will assist 45 property owners with additional loans made as principal is repaid. (Average loan amount for 45 would be about \$5,850.)

**Funding:** \$264,000 NRP

**Contract Manager:** MCDA

**STRATEGY 3: DEVELOP AND IMPLEMENT A FIX UP REBATE PROGRAM.**

- Description:** In order to assist property owners who have not utilized NRP funds to improve their properties, the rebate program will provide small grants to offset the cost of home improvement.
- How:** Upon completion of approved home improvement projects, a property owner is eligible to receive a rebate. The rebate, in the form of a grant, will be up to the lesser of \$2,000 or 15% of the project costs per property. Funding will be based on a first-come, first-serve basis. Invoice will be required for reimbursement. There will be no income limitation. All residential properties in the Standish and Ericsson neighborhoods will be eligible.
- Who:** Full program criteria (i.e. not cosmetic, not maintenance, will increase the value of the property, code compliant, applicants treated equally) will be developed by the Housing Action Group and implemented by a contract administrator with monitoring by SENA staff and the Housing Action Group.
- When:**
- |        |          |
|--------|----------|
| 1999 - | \$25,000 |
| 2000 - | \$25,000 |
| 2001 - | \$25,000 |
| 2002 - | \$25,000 |
- Expected Outcome:** Anticipate providing rebates to 90 property owners resulting in a minimum of \$600,000 in leveraged private financing.
- Funding:** \$100,000 NRP - \$10,000 for Administration, \$90,000 for Project Funds
- Contract Manager:** MCDA

**STRATEGY 4: DEVELOP AND IMPLEMENT A GAP FINANCING PROGRAM TO RECONVERT HOMES WITH COMMERCIAL ADDITIONS TO FULL RESIDENTIAL PROPERTIES.**

- Description:** The Standish and Ericsson neighborhoods have several homes that have had commercial additions added onto the original structure which are no longer in use. To restore the property to a single family owner occupied unit may cost more than the increase in value. This Strategy will provide gap financing in the form of a matching deferred loan to the property owner. There will be no income limits, but applicants must be able to finance their share of the re-conversion. No funding for this strategy at this time.
- Funding:** \$0 at this time.

**Objective B:** *Reduce the number of vacant and vulnerable residential structures in the neighborhoods.*

**STRATEGY 1: RESEARCH VACANT PROPERTIES AND CREATE PARTNERSHIPS TO FIND VIABLE SOLUTIONS FOR VACANT AND AT RISK HOUSES.**

**Description:** In order to address an ongoing and increasing amount of vacant and "at risk" dwellings, SENA will research and maintain a vacant property database, create partnerships with government and non-profit housing agencies to rehab and resell vacant properties for owner occupancy or when appropriate support the demolition activities of the City of Minneapolis

**How:** Provide grant funding to non-profit housing agencies for rehabilitation, provide assistance for city demolition where appropriate and maintain database developed under the First Step Plan (Goal 1, Objective 1, Strategy 2)

**Who:** SENA Housing Action Group and partners to include MCDA, City Inspections and non-profit housing agencies.

**When:** 1996 - \$ 20,000 (First Step)  
1999 - \$100,000  
2000 - \$100,000  
2001 - \$ 62,786

**Expected Outcome:** Anticipate financially participating in 30 projects.

**Funding:** \$ 282,786 NRP

**Contract Manager:** MCDA, Inspections Department, NRP

**STRATEGY 2: DEVELOP AND IMPLEMENT A FIRST-TIME HOME BUYER GRANT PROGRAM.**

**Description:** In order to encourage home ownership of housing in targeted areas of the two neighborhoods, SENA will provide financial assistance to first-time home buyers.

**How:** Provide grants of up to \$1,000 to first-time home buyers for down payment and/or closing costs. There will be no income limitations. Properties must be single family or duplexes purchased for owner occupancy.

**Who:** Full program criteria will be developed by the Housing Action Group and implemented by a contract administrator with monitoring by SENA staff and the Housing Action Group.

**When:** 1999 - \$13,000  
 2000 - \$13,000  
 2001 - \$12,000  
 2002 - \$12,000

**Expected Outcome:** Anticipate assisting 45 first-time home buyers.

**Funding:** \$50,000 NRP - \$5,000 for Administration, \$45,000 for Project Funds.

**Contract Manager:** MCDA

**GOAL 2: ENHANCE THE DESIRABILITY OF THE NEIGHBORHOODS BY PROVIDING EDUCATIONAL RESOURCES TO RESIDENTS, PROPERTY OWNERS AND POTENTIAL BUYERS.**

**Objective A: Ensure residents, property owners and potential buyers have access to housing and neighborhood information.**

**STRATEGY 1: PROVIDE A CLEARING HOUSE FOR NEIGHBORHOOD AND HOUSING- RELATED SERVICES AND INFORMATION.**

**Description:** In order to provide housing related information to residents and current and prospective property owners, as well as promote the neighborhoods to Realtors, SENA will provide a clearing house of information on the neighborhoods, available housing services and programs, and home improvement resources.

**How:** Information will be provided through the SENA Newsletter, the Housing Resource Center developed under First Step Plan (Goal 1, Objective 1, Strategy 1) and maintained at the Roosevelt Community Library and development of a housing information phone line either within SENA or through a non-profit service provider.

**Who:** Housing Action Group, SENA Staff and possible non-profit partner.

**When:** 1996 - \$2,500 (First Step)  
 1999 - \$4,000  
 2000 - \$4,000  
 2001 - \$4,000  
 2002 - \$3,000

**Funding:** \$17,500 NRP

**Contract Manager:** NRP



**Objective B:** *Encourage thoughtful and compatible remodeling, additions and new construction to compliment the neighborhoods' existing housing stock.*

**STRATEGY 1: DEVELOP AND IMPLEMENT A DESIGN/REHAB CONSULTATION PROGRAM.**

**Description:** The Design/Rehab Consultation Program will encourage property owners to utilize professional services and assistance in planning home additions and improvement projects. SENA will provide grants to property owners, reimbursing them up to \$200, for contracting with an Architect or Rehabilitation Specialist regarding their proposed projects.

**How:** Provide grants up to \$200 for the reimbursement of professional consultations on housing additions and home improvement projects. There will be no income limitations. All residential properties in the Standish and Ericsson neighborhoods will be eligible.

**Who:** Full program criteria will be developed by the Housing Action Group and implemented by a contract administrator with monitoring by SENA staff and the Housing Action Group.

**When:**

1999 -	\$5,000
2000 -	\$5,000
2001 -	\$5,000
2002 -	\$5,000

**Expected Outcome:** Anticipate assisting approximately 100 property owners.

**Funding:** \$20,000 NRP \$2,000 for Administration, \$18,000 for Program Funds

**Contract Manager:** NRP, MCDA

GOAL 3:	ENHANCE THE DESIRABILITY OF THE NEIGHBORHOOD BY ENCOURAGING LONG TERM RESIDENCY.
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<p><b>Objective A:</b> <i>Promote and encourage a mix of quality housing options for all life cycle stages.</i></p>
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<p><b>STRATEGY 1: GAP FINANCING TO RECONVERT "GRANDFATHERED" DUPLEXES BACK TO SINGLE FAMILY HOMES.</b></p>
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**Description:** The Standish and Ericsson neighborhoods have many large homes that were converted to duplexes post World War II to meet a housing shortage. Today our neighborhood needs larger homes to meet the needs of growing families and encourage longer term residency. To restore a property from duplex to a single family unit may cost more than the increase in value. This Strategy will provide gap financing in the form of a matching deferred loan to the property owner. There will be no income limits, but applicants must be able to finance their share of the re-conversion. No funding for this strategy at this time.

**Funding:** \$0

# PARKS AND ENVIRONMENT ACTION GROUP

**Purpose Statement:** The Parks and Environment Action Group exists to protect and enhance the Standish-Ericsson environment, including issues related to water quality, land use, and neighborhood parks facilities and safety.

**Total NRP Budget - \$704,400**

**First Step - \$104,400**

**Full Plan - \$600,000**

**GOAL 1: PROTECT AND ENHANCE THE ENVIRONMENT.**

**Objective A: *Improve water quality of lakes, creek; wildlife habitat.***

**STRATEGY 1: A) IMPLEMENT PARTIAL RECOMMENDATIONS OF BLUE WATER COMMISSION. B) REINTRODUCE NATIVE PLANTS, TREES, AND GRASSES THROUGHOUT STANDISH AND ERICSSON NEIGHBORHOODS INCLUDING ITS PARKS. C) STENCILING CATCH BASINS. D) INCREASE PUBLIC AWARENESS OF WATER QUALITY ISSUES.**

**Description:** Work to improve Lakes Hiawatha and Nokomis, using measures developed by SENA and other organizations in the Blue Water Commission. SENA and other representatives are working to develop water quality improvement measures for Lakes Nokomis and Hiawatha. Possible projects include: wetland filters; appropriate plantings at filtration ponds for Lakes Nokomis and Hiawatha; identification of storm sewers that drain to Minnehaha Creek; stenciling of storm sewers; public education and awareness articles for newsletters, stenciling campaign, etc.; support for the SENA Garden Club. (See First Step P&E, Goal 1, Obj. 1, Strats 2 & 3, pp. 10-11.)

**How:** Implement recommendations from Bluewater Commission, which were released in spring 1998; identify appropriate area(s) for planting (locations may include Minnehaha Creek and other park areas); use City of Minneapolis storm sewer map to determine which storm sewers drain into Minnehaha Creek; establish expert contacts and liaisons; receive Minneapolis Park and Recreation Board and appropriate permission; determine design; inform community about projects; coordinate different groups to stencil storm sewers during event.

**Where:** Areas throughout the neighborhoods which may include: Lake Hiawatha, including Lake Hiawatha Park and Lake Hiawatha Golf Course; Minnehaha Creek.

**Who:** SENA; Minnehaha Creek Watershed District; State and Federal Agencies; Mary Lerman (plant selector) for Minneapolis Park and Recreation Board; students; area youth; homeowners; families; NENA and other community

groups such as scouts, church groups, seniors, parents, block clubs, and schools.

**When:** 1996 - \$ 50 (First Step - Catch Basin Stenciling)  
 1996 - \$ 9,000 (First Step - Water Quality Education)  
 2000 - \$150,000

**Expected Outcome:** Reduce phosphorous input into Lake Hiawatha; improve water quality in Lake Hiawatha and Minnehaha Creek; create diverse and rich flora and fauna; encourage conservation of native plants and seeds; stabilize lake shore and creek banks; create wildlife habitat; provide filter for storm runoff; provide community education and awareness; and decrease inappropriate dumping into drains.

**Funding:** \$159,050 NRP  
 Additional funds will be solicited from Minnehaha Creek Watershed District; Minneapolis Park and Recreation Board; Minneapolis Public Works and Engineering; State and /Federal Agencies.

**Contract Manager:** Park Board, NRP

**STRATEGY 2: DEVELOP AND DISTRIBUTE MAILINGS TO HOMEOWNERS/BUSINESS OWNERS ABOUT "BEST MANAGEMENT PRACTICES" (ENVIRONMENTALLY SOUND PRACTICES AND ACTIONS) IN HOME AND BUSINESS.**

**Description:** Develop and disseminate information to residents about ecologically sound practices in home, workplace and community.

**How:** Print brochures and mail to Standish and Ericsson neighborhood residents (using graphic materials previously developed by NENA, tailoring information to the Standish and Ericsson neighborhoods).

**Who:** SENA Parks and Environment Action Group in collaboration with NENA (Nokomis East Neighborhood Association)

**When:** 1999 - \$10,000

**Expected Outcome:** Increase educational awareness of actions which lead to positive environmental results.

**Funding:** \$10,000 NRP

**Contract Manager:** NRP, Office of Public Affairs

**STRATEGY 3: A) PILOT CREEK STORM WATER WETLAND PROJECT. B) PURCHASE AND PLACE EDUCATIONAL AND INFORMATIONAL SIGNAGE WITH AT LEAST ONE BENCH AT THE WETLAND CREATED WITH FIRST STEP NRP FUNDS.**

**Description:** Reconfigure two to four areas of the creek floodplain in order to - reestablish natural habitat and native landscape; reverse the negative impact of the disruption of the creek's natural flood cycle; improve the quality of the user's experience through the introduction of a diversity of experiences and flora and fauna; and utilize neighborhood volunteers for design input and plant materials installation.

Erect signage to educate residents about function and value of wetlands, and install comfortable seating to observe and enjoy the wetland and other environmental points of interest.

**How:** The Wetland Project will be achieved by selecting areas based on users' experiences, with input from governing agencies; publicizing the project to maximize resident support and consensus; and working with governing agencies to ensure proper design and project management.

Work with wetlands specialist to identify key points for environmental awareness education.

**Who:** Minnehaha Creek Watershed District, Minneapolis Park Board, Public Works, Cedar Isles Dean Neighborhood Association, NENA, SENA Parks and Environment Action Group.

**When:** 1996 - \$84,350 (First Step)  
1999 - \$ 5,000

**Expected Outcome:** Visitors will be educated regarding benefits of wetlands

**Funding:** \$89,350 NRP

**Contract Manager:** Park Board

**GOAL 2: PRESERVE AND IMPROVE OUR PARK FACILITIES AND THEIR USE.**
**Objective A: Improved facilities at Lake Hiawatha Park.**
**STRATEGY 1: ASSIST WITH DEVELOPMENT OF MASTER PLAN FOR LAKE HIAWATHA REGIONAL PARK.**

**Description:** Contract with Minneapolis Park & Recreation Board to develop long range plans for development projects within Lake Hiawatha Park; allow for integration of different plans for park's development.

**How:** The Minneapolis Park and Recreation Board will develop a master plan, using input from the neighborhood. SENA will pay for this service, will facilitate getting significant community input, and will monitor the process.

**Who:** SENA; Minneapolis Park and Recreation Board

**When:** 1999

**Expected Outcome:** Long range plan for future development of Lake Hiawatha Regional Park.

**Funding:** \$10,000 NRP  
for community meetings, architectural drawings and production of final long range plan by Minneapolis Park and Recreation Board

**Contract Manager:** Park Board

**STRATEGY 2: INSTALL SAFE AND FUNCTIONAL PLAY EQUIPMENT AND REHAB RECREATIONAL AREAS AT LAKE HIAWATHA REGIONAL PARK FOLLOWING THE RECOMMENDATION OF THE MASTER PLAN FOR THIS PARK.**

**How:** Coordinate with Park Board and neighborhood residents to determine the best way to implement the recommendations of the Master Plan for Lake Hiawatha Regional Park (see Goal 2, Strategy 1).

**Who:** SENA Action Groups (which may include Parks and Environment, People and Community, Crime Prevention and Safety, and Transportation); Minneapolis Park and Recreation Board; Lake Hiawatha Recreation Council.

**When:** 2000

**Expected Outcome:** Improved safety at play areas and increased neighborhood use of play areas.

**Funding:** \$295,000 NRP  
\$50,000 Minneapolis Park and Recreation Board will request an additional \$50,000 in "net debt" bonds in the year 2000 from the city's Capitol Long Range Improvement Committee.

**Contract Manager:** Park Board

### **STRATEGY 3: RENOVATE LAKE HIAWATHA NEIGHBORHOOD CENTER.**

**Description:** Following completion of the Master Plan (see Goal 2, Objective A, Strategy 1), renovation and upgrading of Lake Hiawatha Neighborhood Center over two years to be in compliance with Americans with Disabilities Act (ADA) and to increase use of center for multi-purposes.

**Who:** SENA Action Groups (which may include Parks and Environment, People and Community, Crime Prevention and Safety, and Transportation); Minneapolis Park and Recreation Board; Lake Hiawatha Recreation Council.

**When:** 2000

**How:** Coordinate with Minneapolis Park and Recreation Board to develop renovation plan and renovate Lake Hiawatha Neighborhood Center.

**Expected Outcome:** Provide users with an improved and multi-functional building.

**Funding:** \$75,000 NRP  
\$50,000.00 will be solicited from the Minneapolis Park and Recreation Board, to be spent on improvements to the building's roof.

**Contract Manager:** Park Board

**Objective B: Increase park safety along Minnehaha Creek and Lake Hiawatha.**

### **STRATEGY 1: INSTALL UP TO TEN SOLAR LIGHTS ALONG PATHS IN THE AREA OF LAKE HIAWATHA PARK AND MINNEHAHA CREEK.**

**Description:** Install energy saving and low-maintenance solar lighting which will reduce consumption of non-renewable energy resources and provide a lighting source during "blackout" periods.

**How:** Identify locations which will have the greatest impact on safety and install 10 solar lights.

**Who:** Minneapolis Public Works & Engineering; Minneapolis Park and Recreation Board; Minneapolis Park Police; and Standish and Ericsson residents

**When:** 2000

**Expected Outcome:** Improved safety and security for park and creek users. Increase usage of park and creek areas.

**Funding:** \$55,000 NRP (purchase and installation)  
Minneapolis Park and Recreation Board (maintenance)

**Contract Manager:** Park Board

## **STRATEGY 2: CROSSWALK SIGNS.**

**Description:** Improve safety by installing flashing crosswalk signs at intersections where the creek and adjacent paths cross major roadways. Mark the roadway with legal crosswalk lines.

**How:** Install flashing signs on 28th Avenue and on Nokomis Avenue at the creek and path intersections. Mark the crosswalks on the roadways.

**Who:** Public Works

**When:** 1996 -\$10,000 (First Step)

**Expected Outcome:** Improved safety and security for park and creek users. Increase usage of park and creek areas.

**Funding:** \$10,000 NRP

**Contract Manager:** Public Works

## **STRATEGY 3: PEDESTRIAN AND BIKE PATH PAINTING.**

**Description:** Improve safety by painting pedestrian and bike path lines and by installing signposts.

**How:** Park Board will paint walkways and bike paths and put up two permanent signs where paths diverge.



**Who:** Park Board

**When:** 1996- \$1,000 (First Step)

**Expected Outcome:** Improved safety and security for park and creek users. Increase usage of park and creek areas.

**Funding:** \$1,000 NRP

**Contract Manager:** Park Board

***The following strategies have no NRP funding commitment attached at this time. They were approved by the neighborhoods as part of this plan and may be funded at a later date.***

**Goal 2, Objective B:**

**STRATEGY 4: INSTALL EMERGENCY CALL BOXES ALONG PATHS IN THE AREA OF LAKE HIAWATHA PARK AND MINNEHAHA CREEK.**

**Description:** Install emergency call boxes with dedicated lines to 9-1-1.

**Who:** Minneapolis Public Works & Engineering; Minneapolis Park and Recreation Board; Minneapolis Park Police; Minneapolis Police Department - 9-1-1 service; Standish and Ericsson residents.

**How:** Identify locations which will have the greatest impact on safety

**Expected Outcome:** Improved safety and security for park and creek users. Increase usage of park and creek areas.

**Funding:** 0

**STRATEGY 5: A) INSTALL PLASTIC BAG DISPENSERS FOR DOG WASTE. B) CREATE FENCED AREA FOR DOGS TO RUN. C) INCREASE NUMBER OF TRASH CANS. D) INCREASE PICK UP OF GARBAGE IN STANDISH AND ERICSSON NEIGHBORHOOD PARKS.**

**Funding:** 0

# PEOPLE AND COMMUNITY ACTION GROUP

**Purpose Statement:** The purpose of the People and Community Action Group (formerly Youth, Family and Seniors Action Group) is to strengthen connections among residents of the neighborhood and to help improve neighborhood conditions affecting families, with particular emphasis on youth and seniors.

**Total NRP Budget - \$250,500**

**First Step - \$48,500**

**Full Plan - \$202,000**

## GOAL 1: CREATE POSITIVE OPPORTUNITIES FOR YOUTH.

**Objective A:** *Increase youth educational achievement, access to employment and social opportunities.*

### STRATEGY 1: CONTINUATION OF SENA STAFF TO WORK WITH YOUTH.

**Description:** Funds will be used to continue paying for staff time to work with youth issues, as developed in the pilot position funded by the First Step Plan

**Who:** SENA People and Community Action Group, SENA Personnel Committee

**When:** Four years, 1999 to 2003

**Expected Outcome:** The staff member will present an annual report on what has been done with/for youth and make suggestions for the next year. SENA will establish and maintain working relationships with all agencies/organizations in the neighborhood that serve youth. Youth will be involved in several aspects of SENA (e.g., Board or SENA Action Groups, SENA newsletter, other projects and events).

**Funding:** Funded in the General NRP Full Plan program budget.

**Contract Manager:** NRP

### STRATEGY 2: CONTINUATION OF TUTORING PROGRAM FOR ROOSEVELT HIGH SCHOOL STUDENTS, ADMINISTERED BY THE HIAWATHA YMCA.

**Description:** SENA will contract with the Hiawatha YMCA to find, train, and supervise tutors to work with immigrant and refugee students under the direction of the classroom teachers. This program is a continuation of the tutoring program funded in First Step Plan

**Who:** SENA People and Community Action Group, Hiawatha YMCA, Roosevelt High School

**When:** 1996 - \$15,500 (First Step)  
 1999 - 2000 \$ 5,000  
 2000 - 2001 \$ 5,000  
 2001 - 2002 \$ 5,000  
 During the school season; however, it may go all year if classes are held in the summer.

**Expected Outcome:** The YMCA will provide periodic program evaluations with student participants, volunteer tutors, and Roosevelt staff. The YMCA will also implement outcome-based evaluations with the student participants. A report will be provided to SENA bi-annually.

**Funding:** \$30,500 NRP

**Contract Manager:** Department of Health and Family Support

<b>STRATEGY 3: PROVIDE MENTORS FOR STUDENTS AT ERICSSON ELEMENTARY SCHOOL.</b>
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**Description:** The Hiawatha YMCA will begin an innovative program with 3-5 graders at Ericsson School. The purpose of this program is to create a positive attitude about school through the use of adult mentors.

**When:** 1996

**Funding:** 0 ( see Plan Modification #3 )

<b>STRATEGY 4: SUPPORT PROGRAMS THAT ENABLE YOUTH RESIDING IN STANDISH AND ERICSSON NEIGHBORHOODS TO FIND EMPLOYMENT OPPORTUNITIES.</b>
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**Description:** SENA will contract with an outside agency to coordinate such a program.

**Funding:** 0

<b>Objective B: Provide opportunities for youth to get together in a safe and structured environment.</b>
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<b>STRATEGY 1: CONTINUATION OF SCHOLARSHIPS PROVIDED TO THE HIAWATHA YMCA SUMMER CAMPS AND SCHOOL RELEASE DAY OR HOLIDAY PROGRAMS.</b>
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**Description:** SENA will provide scholarships administered by the Hiawatha YMCA for youth living in the Standish and Ericsson neighborhoods who need financial assistance to attend the Y's summer camps. Scholarships will be partial; parents will also contribute. Funds remaining from the summer may be carried over for school release days and holiday programs during the school year.

**Who:** SENA People and Community Action Group, Hiawatha YMCA

**When:** 1996 - \$20,000 (First Step)  
 Summer 1999 - \$ 7,000  
 Summer 2000 - \$ 7,000  
 Summer 2001 - \$ 7,000  
 Summer 2002 - \$ 7,000

**Expected Outcome:** The YMCA will provide annual program evaluations with youth participants and their parents or guardians. A report will be provided to SENA at the end of each summer and, if money is also used during the school year, at the end of the school year.

**Funding:** \$48,000 NRP

**Contract Manager:** Department of Health and Family Support

**STRATEGY 2: PROVIDE A CONSISTENT ADULT ROLE MODEL TO DEVELOP RELATIONSHIPS WITH THE TEENS AT SIBLEY PARK AND SUPERVISE STRUCTURED ACTIVITIES UTILIZING BOTH THE PARK FACILITIES AND THE COMMUNITY AT LARGE.**

**Description:** Hire a Youthline Outreach worker full time in the summer and part-time during the school year.

**When:** 1996

**Funding:** 0 ( see Plan Modification #2 - original strategy was not funded under NRP guidelines. Funds were reallocated to SENA to hire a Youth Outreach Worker from October, 1997 to September, 1998)

**STRATEGY 3: SUPERVISE THE POOL AND PLAYGROUND AREAS OF SIBLEY PARK AND ACTIVELY RECRUIT CHILDREN AT THE PARK TO PARTICIPATE IN SPONTANEOUS STRUCTURE ACTIVITIES.**

**Description:** Hire a full-time summer playground supervisor to monitor the pool and playground area at Sibley Park. This person, of at least college age, would supervise the currently employed teen playground staff.

**When:** 1996

**Funding:** 0 ( see Plan Modification #2 - original strategy was not funded under NRP guidelines. Funds were reallocated to SENA to hire a Youth Outreach Worker from October, 1997 to September, 1998)

**Objective C:** *Increase participation in technology and art programs at neighborhood schools.*

**STRATEGY 1: PARTNER WITH ROOSEVELT HIGH SCHOOL (RHS) TO PURCHASE COMPUTERS FOR AN INSTRUCTIONAL LAB FOR STUDENTS, ALSO TO BE USED BY ROOSEVELT COMMUNITY EDUCATION PROGRAM.**

**Description:** Once Roosevelt High School has secured other funding, NRP funds will be contributed toward the purchase and installation of the computers to upgrade a computer lab within RHS. The Community Education Program offers classes in the evening. Opportunities for walk-in use by community members will be provided as appropriate. SENA will work with the school to ensure that the community has a voice in the arrangements.

**Who:** SENA People and Community Action Group, Roosevelt High School and Community Education Program.

**When:** Spring of 2000

**Expected Outcome:** RHS staff and Community Education Program staff will provide a written report to SENA semi-annually for two years and annually thereafter for two years, citing the number of students and community members who have been enrolled for classes in the lab, what kinds of classes have been offered, what features are most used, and what the overall impact is. The school will also be sure to publicly recognize SENA's contribution by implementing the use of signage or plaque(s), acknowledging SENA in the Community Education Program booklets, etc.

**Funding:** \$18,000 NRP  
\$30,000 School NRP

**Contract Manager:** School Board

**STRATEGY 2: PARTNER WITH FOLWELL MIDDLE SCHOOL (FMS) TO PURCHASE COMPUTERS FOR AN INSTRUCTIONAL LAB AT FMS .**

**Description:** When Folwell Middle School has secured the other funding, NRP funds will be contributed toward the purchase and installation of the computers in a computer lab within FMS that has been funded as part of a collaborative

effort between several agencies and organizations. FMS will offer adult education classes in the evening, starting the first year of operation. SENA will work with the school to ensure that the community has a voice in these arrangements.

**Who:** SENA People and Community Action Group, Folwell Middle School and Community Education Program

**When:** Spring/summer 1999

**Expected Outcome:** School staff will provide a report to SENA semi-annually for two years and annually thereafter for two years, citing the number of students and community members who have been enrolled for classes in the lab, what kinds of classes have been offered, what features are most used, and what the overall impact is. The school will also publicly recognize SENA's contribution by implementing the use of signage or plaque(s), acknowledging SENA in the Community Education Program booklets, etc.

**Funding:** \$27,000 NRP

**Contract Manager:** School Board

<b>STRATEGY 3: FUND A ONE YEAR POSITION OF PROGRAM COORDINATOR FOR THE SURVIVAL ARTS PROGRAM AT FOLWELL MIDDLE SCHOOL.</b>
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**Description:** SENA will provide one-half of the funding for a coordinator for the Survival Arts Program. The Survival Arts Program is a curriculum developed by one of the teaching teams at Folwell Middle School and currently in use with their students. It seeks to develop students' life skills by making learning relevant through the extensive use of community resources. A coordinator is needed to work with the community and arrange the use of resources in the program. The Minneapolis Public Schools are being asked to match this funding.

**Who:** SENA People and Community Action Group, Minneapolis Public Schools, Folwell Middle School, Survival Arts Program and the Corcoran Neighborhood Association.

**When:** 1999-2000 school year

**Expected Outcome:** FMS will verify to SENA that a person was hired and served in the position. The staff of the Survival Arts Program will report to SENA at the end of the school year, describing the impact of having a coordinator. The school will also publicly recognize SENA's contribution.

**Funding:** \$12,000 NRP

**Contract Manager:** School Board

**Objective D: Provide opportunities for youth and seniors to interact.**

**STRATEGY 1: CREATE OPPORTUNITIES FOR FOLWELL YOUTH TO INTERACT WITH NEIGHBORHOOD SENIORS IN A STRUCTURED PROGRAM**

**Description:** The Folwell Middle School's Intergenerational Learning Project strives to increase awareness and understanding across generations. The Project at Folwell began in 1994 with 14 youths and seniors. Activities included games, storytelling, crafts, and outdoor recreational activities.

**Who:** Staff from the Hiawatha YMCA, supervised by the YMCA program director.

**When:** 1996 - \$10,000 (First Step)

**Expected Outcome:** Encourage lasting relationships between seniors and youth; decrease negative stereotypes, help neighbors interact positively with the school.

**Funding:** \$10,000 NRP

**Contract Manager:** Department of Health and Family Support

**GOAL 2: STRENGTHEN THE SENSE OF NEIGHBORHOOD AND COMMUNITY.**

**Objective A: Increase the availability of educational resources.**

**STRATEGY 1: PROVIDE ACCESS TO COMPUTER TECHNOLOGY FOR YOUTH AND ADULTS AT THE ROOSEVELT BRANCH OF THE MINNEAPOLIS PUBLIC LIBRARY.**

**Description:** Expanding the successful strategy in our First Step Plan whereby such access was provided for children SENA will now provide funds to purchase for adult use an IBM compatible computer, monitor, basic office software package (including word processing, spreadsheet and graphics), scanner, printer, desk and chair. Roosevelt Community Library will be responsible for the purchase, installation, and maintenance of the equipment. Youth may use it when not in use by adults.

**Who:** SENA People and Community Action Group, Roosevelt Community Library

**When:** 1996 - \$3,000 (First Step)  
Early 2000 - \$4,000

**Expected** The library staff will provide a semi-annual report to SENA, including

**Outcome:** information on the number of people who used the computer, how it was used and the general impact of having the equipment.

**Funding:** \$7,000 NRP

**Contract Manager:** Library Board

**Objective B: Increase opportunities for residents to participate in the arts.**

**Comment:** The arts offer a way for people to express themselves, to build community and to foster a safe and welcoming environment. SENA will encourage groups to make art experiences available to people in both neighborhoods. Small grants will affect limited numbers of people, while the community project will target a larger group of participants. The hope is that the availability of these grants will stimulate creative ideas from a variety of sources.

**STRATEGY 1: AWARD SMALL GRANTS ANNUALLY TO ORGANIZATIONS FOR ARTS EDUCATION PROJECTS AND PROGRAMS.**

**Description:** A committee comprised of SENA People and Community Action Group members and other community members will review requests submitted by groups at a particular time each year to provide yearly grants for an educational arts experience up to a total of \$1,000 to one or more organizations (school, church, park, etc.) to finance or subsidize arts projects or programs (e.g., plays, classes, lessons, musical programs, dance programs, photography projects, family trips to concerts or plays). Each project/program should involve community members either as participants or audience. The process will be announced in *SENA News* and other community newspapers.

**Who:** SENA People and Community Action Group, SENA newsletter, neighborhood organizations and residents

**When:** 1999 - \$1,000 grants plus \$100 administration costs (advertising, publicity, assessment)  
 2000 - \$1,000 plus \$100  
 2001 - \$1,000 plus \$100  
 2002 - \$1,000 plus \$100

**Expected Outcome:** In addition to a report after completion of the project or program, SENA will receive samples of the flyers announcing the projected program and photographs taken during its preparation and culmination. The report will contain a narrative of what happened, numbers of people who were involved as participants or audience, and an assessment of its success.

**Funding:** \$4,400 NRP



**Contract Manager:** Mpls Arts Commission, NRP

<b>STRATEGY 2: AWARD ONE GRANT TO FINANCE A COMMUNITY ARTS PROJECT.</b>
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**Description:** A grant of \$2,250 to fund or subsidize a one-time arts project for a public place or facility that will involve a sizable number of residents in the Standish and Ericsson neighborhoods and be visible and accessible to a large number of people.

**How:** A committee composed of SENA People and Community Action Group members and community members will review requests submitted by people who want to organize a project such as a sculpture or mural which can be used to identify the neighborhood and foster neighborhood pride. The process will be announced in *SENA News* and other community newspapers.

**Who:** SENA People and Community Action Group, SENA newsletter, residents

**When:** 2002 \$2,250 plus \$350 - administration costs (advertising, publicity and assessment).

**Expected Outcome:** A successful project will involve at least 50 residents in an active way.

**Funding:** \$ 2,600 NRP

**Contract Manager:** Mpls Arts Commission, NRP

<b>Objective C:</b> <i>Increase opportunities for neighbors to have access to quality, year-round physical fitness programs in the community.</i>
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<b>STRATEGY 1: PROVIDE SUPPORT FOR THE BUILDING OF THE YWCA CENTER ON LAKE STREET AND 22ND AVENUE IN SOUTH MINNEAPOLIS.</b>
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**Description:** Contribute \$25,000 to the capital campaign for construction of the new YWCA to be located at East Lake Street and 22nd Avenue South.

**Who:** SENA People and Community Action Group, YWCA of Minneapolis Community and Urban Sports Center.

**When:** Spring 1999

**Funding:** \$25,000 NRP

**Contract Manager:** MCDA

**GOAL 3: ASSIST SENIORS AND DISABLED ADULTS TO REMAIN IN THEIR HOMES AND BE ACTIVE IN OUR COMMUNITY.**

**Objective A:** *Increase access to community-based health and supportive programs for the residents of the Standish and Ericsson neighborhoods.*

**STRATEGY 1: EXPAND THE SERVICES OF NOKOMIS HEALTHY SENIORS (NHS) IN THE STANDISH AND ERICSSON NEIGHBORHOODS, INCLUDING THE BLOCK NURSE PROGRAM AND A VOLUNTEER NETWORK.**

**Description:** NRP funds will be used by the Nokomis Healthy Seniors (NHS) agency to hire staff to work with seniors in the Standish and Ericsson neighborhoods. Currently, only seniors who are a part of the original Healthy Seniors Project (a Medicare study) may receive nursing services. This expansion of services will allow all seniors in our neighborhoods to receive nursing care. The funds will subsidize a sliding fee scale and will pay for nurses at special events such as blood pressure clinics.

**Who:** SENA People and Community Action Group, Nokomis Healthy Seniors

<b>When:</b>	April 1999 to March 2000	\$10,000
	April 2000 to March 2001	15,000
	April 2001 to March 2002	15,000
	April 2002 to March 2003	15,000

**Expected Outcome:** NHS will keep records on how many seniors are helped and how many serve as volunteers. The staff will report annually to SENA on what the effect of the program has been and what needs of seniors are still not being met.

**Funding:** \$55,000 NRP

**Contract Manager:** Hennepin County

**STRATEGY 2: FUND STAFF FOR ONE YEAR FOR THE "SENIOR HELPLINE" RUN BY THE NOKOMIS HEALTHY SENIORS.**

**Description:** Staff will be hired by the Nokomis Healthy Seniors agency to run their Senior Helpline service with NRP funds provided by SENA in the second year. (The program is being funded the first year by the Field-Regina-Northrop Neighborhood Group.) The Helpline will act as an information clearing house for seniors seeking assistance. Seniors will be referred to service agencies, and Nokomis Healthy Seniors will follow-up with those who contact the helpline to see that they are getting the services they need. The program will also include recruitment of volunteers, training, and support.

**Who:** SENA People and Community Action Group, Nokomis Healthy Seniors

**When:** Sept. 1999 to Aug. 2000

**Expected Outcome:** Nokomis Healthy Seniors will keep track of the number of people served and the number of calls handled. A report will be provided to SENA in the spring and fall of 2000.

**Funding:** \$5,700 NRP

**Contract Manager:** Hennepin County

**STRATEGY 3: SUBSIDIZE TRANSPORTATION COSTS FOR STANDISH AND ERICSSON SENIORS WHO USE THE "GROCERY SHOPPING TRANSPORTATION" PROGRAM OFFERED BY COOPERATIVE OLDER ADULTS MINISTRY (COAM).**

**Description:** Enable COAM (independent, non-profit, inter-denominational organization serving seniors) to subsidize van transportation for seniors. Seniors in our neighborhoods tend to be living on fixed incomes. People on fixed incomes often find the suggested free will donations (\$2 for a round trip) to be a hardship. Groups who work with Standish-Ericsson seniors report that transportation is a continual problem.

**How:** Pay COAM \$5,300 so they can waive the \$2.00 cost for seniors who they determine cannot pay. This will provide 662 rides a year.

**Who:** SENA People and Community Action Group, Nokomis Healthy Seniors, COAM

**When:** Starting in the spring of 1999 for four years  
 1999 - \$1,325  
 2000 - \$1,325  
 2001 - \$1,325  
 2002 - \$1,325

**Expected Outcome:** COAM will report annually to SENA on how many seniors were helped with this money. SENA will also be able to get anecdotal reports from Nokomis Healthy Seniors, which refers seniors to COAM, and other senior groups.

**Funding:** \$5,300 NRP

**Contract Manager:** Hennepin County

# TRANSPORTATION ACTION GROUP

**Purpose Statement:** The purpose of the Transportation Action Group of SENA is to support the needs of the residents for all modes of transportation within and adjacent to the neighborhood boundaries.

- TAG is a conduit for processing information to and from the neighborhood to appropriate agencies; i.e. MnDOT, Hennepin County, City of Minneapolis, Hiawatha Transportation Task Forces and SMAAC.
- TAG is concerned about the safety of residents on public walkways and streets.

**Total NRP Budget - \$50,000**

**GOAL 1: REDUCE RELIANCE ON AUTOMOBILES BY PROMOTING ALTERNATIVE FORMS OF TRANSPORTATION.**

**Objective A: Increase the use of bicycles for commuting and recreation.**

**STRATEGY 1: ESTABLISH AN EAST-WEST BIKE ROUTE.**

**How:** SENA will hire a consultant who will gather information to determine the best location for a bike route. Minneapolis Public Works Department will provide and install bike route signage.

**Who:** SENA Transportation Action Group, Minneapolis Public Works and Engineering and consultant to be hired.

**When:** 1999, hire a consultant  
2000, designation of the bike route and installation of signs

**Funding:** \$10,000 of which no more than \$2,500 will be spent on consultant fees.

**Contract Manager:** Public Works

**STRATEGY 2: INSTALL UP TO EIGHT BIKE RACKS THROUGHOUT THE STANDISH AND ERICSSON NEIGHBORHOODS.**

**How:** SENA will gather input to determine key destination areas to install bike racks. Special attention will be given to determine the type and site of each bike rack to be installed where they will be both welcomed and beneficial.

**Who:** SENA Transportation Action Group, Minneapolis Public Works and Engineering, area businesses and residents.

**When:** Begin in 1999 and completed in 2000.

**Funding:** \$7,500 of which no more than \$600 will be for permits.

**Note:** SENA Transportation Action Group will work in conjunction with Minneapolis Public Works and Engineering on the installation of bike racks and continue to explore the possibility of Public Works covering one-half of the cost of the racks. Installation cost is part of purchase price.

**Contract Manager:** Public Works

<b>STRATEGY 3: EDUCATE NEIGHBORHOODS ABOUT BIKING RULES AND SAFETY PROGRAMS AND PROMOTE BICYCLE REGISTRATION.</b>
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**How:** SENA will produce a "bike brochure" informing the community about biking issues, bike routes, bike rules, and safety programs. SENA will work with the Minneapolis Police Department, and other organizations to sponsor at least two "bike rodeos" which promote bicycle safety.

SENA will match the registration fee for up to 100 bicycles over a two year period from 2000-2001, belonging to children 15 years of age and younger, who reside in the Standish and Ericsson neighborhoods and who provide evidence of attending a "bike rodeo" or similar safety program.

**Who:** SENA Transportation Action Group, Minneapolis Police Department, CCP/SAFE.

**When:** 2000 - \$1,000  
2001 - \$1,000

**Funding:** \$2,000  
\$1,000 for brochure.  
\$1,000 for promotion of bike rodeo & bicycle registration

**Contract Manager:** NRP, CCP/SAFE

<b>Objective B: Increase awareness of public transportation.</b>
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<b>STRATEGY 1: FORM A TRANSPORTATION TASK FORCE.</b>
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**What/How:** Support Light Rail Transit and other forms of transportation by forming a Transportation Task Force as a forum to receive and disseminate information, and for residents to express concerns and ideas on transportation for the neighborhoods including the Hiawatha corridor. The task force will invite experts in the field of transportation to give information to

residents and other neighborhood organizations. A minimum of three meetings will be held in 1999 and 2000.

**Who:** SENA Transportation Action Group, Standish and Ericsson residents

**When:** 1999 - \$1,000  
2000 - \$1,000

**Funding:** \$2,000 NRP (printing and distribution of meeting related materials, event advertising, site costs, etc.)

**Contract Manager:** NRP

**GOAL 2: IMPROVE TRAFFIC SAFETY IN THE STANDISH AND ERICSSON NEIGHBORHOODS.**

**Objective A: Increase safety in designated areas of the neighborhoods.**

**STRATEGY 1: DETERMINE AREAS WHERE SAFETY IS AN ISSUE AND INSTALL APPROPRIATE TRAFFIC CALMING DEVICES.**

**How:** SENA will determine areas in the neighborhoods where there are problems with traffic safety (such as speeding, obstructed crosswalks, driveways and/or alleys) by hiring a consultant and working with Minneapolis Public Works and Engineering.

Based on these findings, appropriate traffic calming device(s) will be installed in at least one identified area.

**Who:** SENA Transportation Action Group, Minneapolis Public Works and Engineering, consultant and residents

**When:** Fall, 1999 - \$5,000 to hire a consultant.  
2000 - \$15,000 Installation of devices.

**Funding:** \$20,000 of which no more than \$5,000 will be for consultant fees

**Contract Manager:** Public Works, NRP

<b>GOAL 3:</b>	<b>ENCOURAGE PEDESTRIAN TRAVEL AND PROMOTE THE NEIGHBORHOODS AS BEING PEDESTRIAN FRIENDLY.</b>
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**Objective A:** *Increase resting areas for seniors and other pedestrians.*

<b>STRATEGY 1:</b>	<b>INSTALL BENCHES AT STRATEGIC LOCATIONS.</b>
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**How:** Work with Commercial and Parks and Environment Action Groups to purchase and install up to 10 benches in commercial and other appropriate areas in the Standish and Ericsson neighborhoods.

**Who:** SENA Transportation Action Group and Parks and Environment Action Group will work with Minneapolis Public Works and Engineering on siting and installation.

**When:** 2000 - \$4,500

**Funding:** \$4,500

**Contract Manager:** Public Works

**Objective B:** *Increase visitor awareness of Standish and Ericsson neighborhoods as "pedestrian friendly".*

<b>STRATEGY 1:</b>	<b>PLACE SIGNS AT ENTRANCES TO AND THROUGHOUT THE NEIGHBORHOOD.</b>
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**How:** Explore with Public Works the neighborhoods' desire to install a minimum of 2 gateway signs informing visitors they are entering a pedestrian friendly community, and the desire to install bicycle and pedestrian safety signs throughout the neighborhoods at locations to be determined by public input.

**Who:** SENA Transportation Action Group, Minneapolis Department of Public Works and residents

**When:** 2000 - \$2,000

**Funding:** \$2,000

**Contract Manager:** NRP

<b>GOAL 4: DECREASE IMPACT OF AIRCRAFT NOISE ON THE NEIGHBORHOODS</b>
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<b>Objective A: <i>Increase residents' ability to cope with negative consequences of aircraft noise.</i></b>
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<b>STRATEGY 1: EDUCATE RESIDENTS ABOUT NOISE REDUCTION PROGRAMS.</b>
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**How:** Request Metropolitan Airports Commission to expand access to the sound insulation program for residents in Standish and Ericsson neighborhoods affected by airplane noise.

Provide magnets to every Standish and Ericsson household with information about noise reduction programs.

**Who:** SENA Transportation Action Group, Metropolitan Airports Commission, South Metro Airport Action Council and residents. SENA newsletter to keep residents informed.

**When:** 1999 - 6,000 magnets in 1999  
1999-2002 - ongoing memberships (\$75 per year - total \$300)

**Funding:** \$2,000 NRP - \$1,700 for magnets; \$300 for memberships)

**Contract Manager:** NRP



# IMPLEMENTATION

**Total NRP Budget - \$589,317**

**First Step - \$123,296**

**Full Plan - \$466,021**

<b>GOAL 1:</b>	<b>INCREASE AND SUSTAIN THE CAPACITY OF SENA TO MOBILIZE THE HUMAN AND FINANCIAL RESOURCES, INFORMATION, AND TECHNICAL ASSISTANCE NECESSARY TO EFFECTIVELY IMPLEMENT THE STANDISH ERICSSON NEIGHBORHOOD ACTION PLAN.</b>
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**Objective A:** *Increase SENA's ability to provide leadership and organize a base of operation for citizen participation in the implementation of the Neighborhood Action Plan.*

<b>STRATEGY 1:</b>	<b>ENGAGE ADMINISTRATIVE PERSONNEL AND COVER ASSOCIATED COSTS FOR IMPLEMENTATION OF THE NEIGHBORHOOD ACTION PLAN.</b>
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<b>When:</b>	1996 -	\$123,296 (First Step)
	1999	\$52,393
	2000	\$53,699
	2001	\$54,311
	2002	\$55,456

**Funding:** \$339,155 NRP

**Contract Manager** NRP

<b>STRATEGY 2:</b>	<b>ENGAGE PROGRAM PERSONNEL AND COVER ASSOCIATED COSTS FOR IMPLEMENTATION OF THE NEIGHBORHOOD ACTION PLAN.</b>
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<b>When:</b>	1999	\$41,240
	2000	\$51,357
	2001	\$44,891
	2002	\$27,453

**Funding:** \$164,942 NRP

**Contract Manager** NRP

<b>STRATEGY 3: INCREASE CITIZEN PARTICIPATION IN THE IMPLEMENTATION OF THE NEIGHBORHOOD ACTION PLAN THROUGH COMMUNICATIONS AND COMMUNITY EVENTS.</b>
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<b>When:</b>	1999	\$20,062
	2000	\$20,803
	2001	\$21,675
	2002	\$22,680

<b>Funding:</b>	\$85,220 NRP
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<b>Contract Manager</b>	NRP
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